

CONTENTS

Social Media.....1,3
Writing Well.....1,4
Whats Trending in PR.....2
Event Calendar.....2
Data Dive2,7
Internal Communications.... 5,6
The Week in PR.....8



SOCIAL MEDIA

Tips From PR Pros to Help You Measure Your Organization's YouTube Efforts

In part I of this story in our Oct. 17 edition we looked at how brands can strengthen their **YouTube** content without spending too much money. This week we'll explore several best practices for measuring your YouTube efforts.

Need an incentive to make sure your brand is engaged with YouTube? How's the fact that 88% of all video searches result in a YouTube video? Or that after behemoth **Google**, YouTube is the largest search engine?



Ian Beckman,
Video Producer,
W20 Group

Short n' Sweet: For Ian Beckman, video producer, **W20 Group**, SEO, while critical, need not be time consuming. In fact, it's the opposite: keep titles and descriptions for your YouTube videos "short and sweet...a 3-sentence description is ideal," he says, adding that using keywords as you write descriptors is recommended. "Use as many as you

Continued on page 3

WRITING WELL

BY COLLEEN DERMODY, SENIOR EDITOR, U.S. FOOD AND DRUG ADMINISTRATION

Begin at the End: 5 Steps For Writing Your Strategic Communications Plan

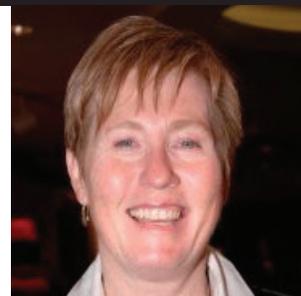
No matter your industry or subject, creating a plan to reach goals that will help you arrive at your destination also can assist you to better understand the scope of your communications and marketing. A plan will help you stay organized and make adjustments in case you run into unforeseen challenges and obstacles. It also can help you reduce processes into small, achievable chunks for accomplishing tasks that you'll need to do to overcome challenges.

Here are five steps to help you write a strategic communications plan.

Step 1. Define the Audience at Your Destination

You've got a story to tell and you've picked where you want to tell it. Now you need an audience to tell it to. Start by defining the audience at your destination.

Defining your audience also means deciding *why* you want to reach it. Do you need to reach fans (and their friends) of your client's alt-rock band to tell them about the release of its new album and an upcoming concert schedule? Maybe you need to reach doctors who prescribe a medicine to let



Continued on page 4



Editor, Seth Arenstein, sarenstein@accessintel.com
Editorial Director, Steve Goldstein, sgoldstein@accessintel.com
Graphic Designer, Yelena Shamis, yshamis@accessintel.com
Content Manager, Sophie Maerowitz, SMaerowitz@accessintel.com
Assistant Content Manager, Mark Renfree, menfree@accessintel.com
Managing Editor, Guidebooks, Ian Wright, iwright@accessintel.com
Director of Marketing, Laura Snitkovskiy, lsnitkovskiy@accessintel.com
Marketing Manager, Rachel Schermann, rschermann@accessintel.com
Account Executive, Diane Silverberg, lindsay@prnewsonline.com
Publisher and VP of Marketing, Amy Jefferies, ajefferies@accessintel.com
SVP/Group Publisher, Diane Schwartz, dschwartz@accessintel.com
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Group Subscriptions — Laurie M. Hofmann, lhofmann@accessintel.com
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Client Services:
Phone: 888.707.5814 • Fax: 301.309.3847
e-mail: clientservices@accessintel.com

New York Editorial Office:
40 Wall Street, 50th floor, New York, NY 10005
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WHATS TRENDING IN PR

BY KIRA CLAYBORNE, SENIOR MANAGER,
DIGITAL MEDIA, CHURCH'S CHICKEN

How to React When Your Fans Speak for Your Brand



[Editor's Note: This weekly feature asks communicators to spot trends and discuss their reactions to them. In this edition we hear from Kira Clayborne, senior manager, digital media, Church's Chicken.]

The Trend: Recently, Church's Chicken has discovered a behavior among our social media fans. In short, they're managing the community for the brand—particularly on **Facebook**, where our guests will step in and help answer questions. These brand advocates have begun to speak *with* and *for* us in a positive format; this word of mouth has helped support our message deeply among our communities and through grassroots and organic means. Guests like these demonstrate meaningfully how our message is making inroads into communities in meaningful ways.

These examples of the results of creating loyalty through one-to-one communication illustrate what it now means to be a brand on social media. It's no longer as much about funny tweets and witty comments as it is about connecting with these guests, their particular communities and their experiences.

Our Reaction: Keeping only authentic and genuine communications between our guests and us requires insight into what we mean, as a brand, to our communities. How do we help support them? How can we better understand them?

We started by ensuring that all of our digital vehicles were interconnected. This allows our communities to have an immersive brand experience from one platform to the next, and has increased loyalty and support of the brand among users. If you can drive guests to the right places for the right information at the right time, you've created an experience that is unparalleled.

Adapting to the way people *want* to communicate and hearing their narrative will open us as a brand to a deeper connection with these communities. The result will be more quality followers.

As a brand in the digital space, we create technologies, participate in conversations and deliver content to make our communities feel connected. Whether as a distraction or true emotional connection, we want to provide for our guests and their families. Connecting through these common platforms seems like step one.

As a brand, you must take the time to build communities and relationships so they develop into offline or "in-restaurant" experiences for your guests. With that relationship, brands genuinely can provide targeted and meaningful messaging to customers, which we think should be a brand's purpose on digital. ■

DATA DIVE

Informatica and Pulte Homes Lead B2B on Facebook in Q3 Without Video

We've told you numerous times that video is booming on social, right? The data that **Shareablee** provides exclusively to *PR News Pro* shows video powering strong increases in consumer engagement. There are exceptions, however.

As we move to Q3 and look at U.S. B2B brands on **Facebook**, we find software firm **Informatica** leading our top 30 list with a 96% rise in engagement, or consumer actions, which are the sum of likes and comments. Informatica gar-

nered nearly 770,000 consumer actions in the July 1-Sept. 30 timeframe. And it posted just a single video, says Nathalie Nuta of Shareablee. Instead the brand posted blog entries, reports, white papers and photos that informed followers of trends in big data and cloud services.

Video powered U.S. B2B brands' overall engagement growth, though, which rose 19% vs Q3 '15. Total video actions grew 136%, Nuta says.

Like several on this list, # 2 brand **Pulte**

Continued on page 7

Engagement Trumps All When Measuring YouTube

can,” he urges. Yet avoid “filling the screen with text.” As noted in part I of this series, YouTube’s *Creator Playbook* has excellent guidelines in this regard, Beckman says.

Rose Mary Moegling, manager, customer engagement, **Toshiba America Medical Systems**, avoids breaking out measurement on its own. Assembling a video “is a package,” she says, which includes footage, sound, music, calls to action (CTA) and measurement. That said, she urges communicators to avoid “being dishonest with keywords...don’t hype your video with the latest hot word and then barely mention it in the video.” To find keywords she recommends Keyword Tool.

The Metrics: All of those featured in this article concurred that agreeing on measurable goals for your YouTube video efforts from the outset is perhaps the most important step to take regarding measurement. “Benchmark before you begin,” Moegling adds. Having done that, you can decide the metric or metrics you will emphasize.



Clay Helm,
PR Director,
Autodesk

For Clay Helm, PR director at **Autodesk**, the number of people sharing and commenting on your video are more important metrics than views. Shares and comments, she says, indicate engagement with your video. Likewise, Helm takes this line of reasoning when she’s thinking about the mix of influencers Autodesk hires. In fact, before deciding on an influencer, she puts a lot of weight into the amount and type of comments the influencer has received. “That will tell you a lot about engagement,” she says.



Rose Mary Moegling,
Manager,
Customer
Engagement,
Toshiba America
Medical Systems

Thumbing Through: Although thumbnails—the photo that is the first thing a viewer sees at the start of a YouTube video—aren’t strictly SEO, they’re critical to search in that they can draw viewers to your video or lose them. “You don’t want to post YouTube content without a representative thumbnail... and you don’t want a thumbnail [to appear] by default,” W2O’s Beckman says. On the other hand, thumbnails that are confusing or inaccurately represent the subject matter

of your video ultimately may reduce views and raise ire against your brand. Make sure the thumbnail is “an engaging, representative shot that’s the essence of your story.” One tool he recommends to create thumbnails is **Adobe’s** Painter in Lightroom.

Annotations and Analytics: There are several schools of thought regarding the use of annotations. Some communicators use them as little as possible, others believe they’re essential navigational tools and will keep viewers watching.

Regardless of your view on annotations, Beckman urges communicators to use YouTube’s analytics tab to see which of your annotations are doing well and try to analyze why those have been successful. ■

CONTACT: ibeckman@w2ogroup.com Clay.Helm@autodesk.com RMoegling@tams.com

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KissMetrics Caption Blog Post: https://blog.kissmetrics.com/shocking-truth-about-graphics/
Ideal Length of Time of Everything Online: https://blog.bufferapp.com/the-ideal-length-of-everything-online-according-to-science
Source: Ian Beckman, W2O Group





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Begin Your Strategic Plan By Knowing the End

them know your client has updated its formula to improve the medicine. Targeting your audiences for the message will help you segment and schedule how and where you will release your communications. Knowing whom you need to reach and why will help you determine how to tweak your main message to get through the clutter to reach micro-audiences within your larger audience. Now write it down.

Step 2. R&D Messages that Build User Personas

Take time to research or create the analytics you need to fully understand whom you will message and what problems each of your audiences faces. Create as many audience “personas” as you need to ensure that each nuance of your message will resonate. Avoid telling a story that your client wants to hear—make sure messages are ones audiences can hear and respond to with the action you desire.

Research tells us that information alone fails to change behavior. What makes your messages effective is whether they are relevant to your audience and easy to understand and engaging. Audience personas tell you what your audience members do, think and feel. Personas also help you determine your audience’s preferred communications channels and formats as well as its influences and motivations.

Step 3. Determine Your Goals, Objectives and Tactics

The goals, objectives and tactics of a strategic communications plan are like the scale, legend and compass of a map: they point you to your destination and help you understand the route that works best for you. Goals, objectives and tactics also assist you in getting the right information into the hands of the right audiences. Correctly identifying goals and objectives and implementing the correct tactics helps to ensure your audiences want to see or hear your message and that they see and hear them. Goals will help focus your written plan on the big picture of the destination. You can break down objectives into short, middle and long-term if needed. Write your objectives using an active voice with verbs such as “increase, measure, partner, etc.” Make your tactics even more specific and bite-sized.

Step 4. Plan a S.M.A.R.T. Trip

S.M.A.R.T. is an acronym for Specific, Measureable, Achievable, Relevant and Time-bound. Using S.M.A.R.T. as a guide will help your plan be more tangible.

Specific. Determine where you are going and with whom. Lay out your destination and the audience you want reach.

Measurable. How can you quantify your effort and measure your progress? Can you count the results? Did you structure your route so that you will reach your destination sometime next year? Remember that baseline numbers need to be established to quantify and measure change. If you don’t know how far your destination is from where you are starting and how many people you want to take with you, it will be impossible to reliably say that you reached your destination

with the number of passengers your research showed you needed to create change.

Achievable. Can we get it done in the time allotted with the resources we have? The objective needs to be realistic given the constraints. You can’t break land speed records driving a bus. Conversely, you can’t transport an audience if you’re driving a car built to break land speed records.

Relevant. Does the objective have an effect on the desired goal or strategy outcome? Although it may be important in getting to your final destination, does measuring the size of your luggage directly lead to the change you need your audience to make once you get there?

Time-bound. Are we there yet? When will your objective be accomplished, and/ or when will you know you are there?

Step 5: Map the Route through Evaluation

As you travel along your specific communications highway, take the time to ask yourself and your team: How far have we come, how far do we have to go? How will we know when we’ve reached our destination? How will we know our audiences are still on the bus?

Metrics and evaluation that measure your journey help you track your ascent to your goals. They show the progress of your trip and where you may need to make improvements to make up lost time or ground. Milestones can also serve as a point of reflection. Are you where you want to be during each phase of the journey? Are you still on track to reach your destination on time and with the audience you wanted to take with you?

A strategic plan should also list who is accountable for each task. There can be a team of people working on a task but someone needs to document the progress.

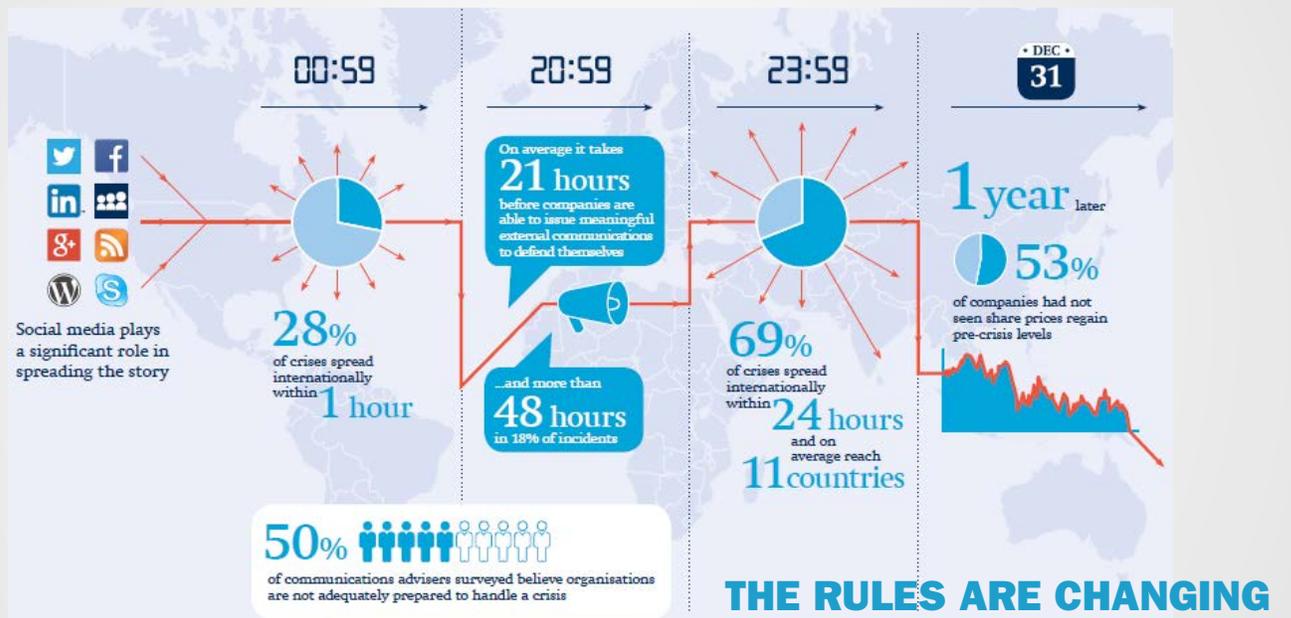
Conclusion

Albert Einstein said, “Things should be made as simple as possible but no simpler.” This can apply to great strategic communications planning. Grand planners allow for extenuating circumstances but never use them as an excuse to avoid accountability or taking a bumpy but viable road. Communication leaders who demand great strategic plans must be willing to factor extenuating circumstances into the equation or at least bring them under control before allowing the plan to be derailed.

In the end, a great strategic plan is all about mapping the itinerary *before* you leave. You may not always need a **Rand McNally** compendium of roadways, but it’s essential to create a habit of following an outline with audiences, goals, objectives, strategies and tactics clearly defined. Ultimately, as the driver, wouldn’t you prefer passengers so enthusiastic about the trip that they won’t nag, “Are we there yet?”

CONTACT: colleen.dermody@fda.hhs.gov

FORGET ANYTHING YOU LEARNED ABOUT CRISIS COMMUNICATIONS



Crises at Warp Speed: Good news and bad news. Brands can address stakeholders directly via social, yet 28% of crises spread globally via social within 1 hour. That's really bad news since brands on average take 21 hours to respond. And, sorry, Warren Buffett, it no longer takes 5 minutes to destroy a brand's reputation. It's even faster in this minute-by-minute, 140-character news cycle, says MWWPR EVP and global corporate reputation practice leader Careen Winters, who provides this chart. "60 seconds is the new first hour," she adds.

Sources: Freshfields Bruckhaus Deringer and MWWPR

INTERNAL COMMUNICATIONS

BY DAVID QUIÑONES, VP, EDITORIAL & CONTENT, ROCKORANGE

Before You Build an Intranet Listen to Employees and Determine KPIs

[Editor's Note: This is the first of a two-part series about constructing an intranet, one of the hottest topics in internal communications. Part 2 will appear in next week's edition.]

Those outside the corporate world can be blissfully unaware of how unwieldy a corporation can be, especially when it comes to getting new initiatives implemented and everyone on board,

padding in the same direction.

But effecting change across large organizations is more often like slaloming the Titanic through a gantlet of icebergs. The lurking danger, just under the surface, is lack of communication.

Continued on page 6



May 22-24, 2017 | Atlanta, GA

On May 22-24, 2017, hundreds of digital, social media, marketing and PR professionals will gather for the annual Social Shake-Up conference in downtown Atlanta. PR News is hosting this event in partnership with Social Media Today.

Questions? Contact Jessica Placencia at jessica@accessintel.com; 301-354-1641

This is why we have seen an evolution during the past 10 years toward seamless intranets that integrate into workers' day-to-day activity. It's about communication, getting every single member of the organization to lean left, then right, in concert.

Organizations are changing. Communication is no longer as simple as us (employees) versus them (the public). Today, brands need internal PR to speak with contractors, vendors, equity and commercial partners, board members, franchisees and other stakeholders.

A recent assignment tasked us to develop and launch a complex, multi-pronged internal communications portal for an automotive aftermarket-franchising client using **Jive**, a proprietary software. The client is a conglomeration of 10 brands, each with a distinct business model and footprint across North America. The intranet was to focus not just on employees but networks of franchisees and store-level managerial constituents. The threads weave together to form complex permutations of different user roles, permissions, communication types and requirements. By necessity, these platforms must take fragmented needs and coalesce them, becoming all things to all people.

Don't worry—it's only half as daunting as it sounds. Here's how you do it.

STARTING OUT: 'LET'S TALK'

Begin by convening a strategy session with the brand's decision makers. Outline areas for potential improvement and how to get there. Most legacy intranets are inadequate for today's communication needs. People will eagerly discuss pain points; mobility often is the top complaint. In addition, brands often fail to realize they need a new solution.

In the case I'm writing about the client understood this. Communications flow had been slowed by the daily grind of emails, hand coding HTML and list updates. There was no one-stop shop or central repository for institutional knowledge.

A good strategy session should begin with a comprehensive appraisal of the current internal communications regime. Show examples of communication that has worked and that has failed. Mostly, you'll need to ask tough questions [please see sidebar]. The most important, as in many PR activities, is which KPIs will define success?

You should emerge from a good strategy session with a realistic understanding of the size and shape of your current internal communications regime.

USE CASES AND CONTENT OWNERS

After digesting the findings of your strategy session, it's time to build out use cases—detailed scenarios that lay out how every user will interact ideally with a new system.

Much of the use case will boil down to the brand's internal communications process. From authorship to ownership to oversight, you must lay out an editorial/content plan that will be easy to adhere to, something flexible and scalable.

Identify a content owner for each department, brand or discipline. That individual should act as a liaison, funneling content for publication to the communications team. Content owners should know when the content goes up and when it should be scheduled to come down. Publishing life is very important for intranets, as most items become outdated or overwritten within a few weeks or months. You wouldn't want an employee searching for the latest 401(k) fund information to stumble across a version from 10 years ago, would you?

From there, a community manager should route the communication through any necessary approval channels. Practically, this is best done by loading the communication into the content management system and saving it as a draft. This helps keep edits neat and tidy and ensures version control. Send the draft URL to pertinent department leaders, legal and anyone else you trust to lend insight. (Some systems like **Wordpress** and Jive allow you to establish a moderation queue that automatically notifies people on the approval chain.) Begin this process two weeks before the community launches to get the approval teams ready for their new workflow.

A warning: Keep this circle tight. Too many chefs can ruin the soup. We all know that person who needs to weigh in with unnecessary feedback—a pathological compulsion that stems from a need to appear to be doing something. Don't include that person in your approval trust circle. ■

CONTACT: Davidq@rockorange

QUESTIONS TO ASK DURING AN INITIAL INTRANET STRATEGY SESSION

- What does each stakeholder group need to know? What helps its members do their jobs?
- Are they near other media, such as screens or monitors that could potentially be used to deliver key messaging?
- When and where will each user group interact with the new intranet? Can you force their browser homepages to show the intranet or are you limited to mobile and email?
- How do these individuals get information? It is via email, meetings, conference calls or a combination?
- Later, during use case sessions, ask some of these questions:
- On what cadence does your business require employees to be updated? Daily? Weekly? Monthly? Use this to build out a standing editorial calendar. Make sure to include emergency situations, however.
- What types of digital devices do the stakeholders use? How comfortable are they in digital environments?
- How should users be grouped? Hierarchically? Regionally? By department or job function? This is the first piece of architecture for your new intranet.



FedEx posts quench aviation fans' thirst.



Fans want to know how they can get that Pulte home.



Diahann Young, Director, Social Media, Pulte Group

Homes has both B2B and B2C components. Pulte social media director Diahann Young tells us the brand decided about one year ago to concentrate on engagement. “We didn’t do anything special, just a lot of blocking and tackling...[including] listening to what our customers wanted, responding to comments and questions and providing tips,” she says. Like Informatica, video gets no credit for Pulte’s engagement growth. “We’re just starting to do some videos,” Young says. Great exterior and interior photos of homes boosted growth.

Lockheed Martin, Lennar and Cadence Design Systems round out the top five.

At lucky #13 is **FedEx**, whose *FedEx Is Everywhere* campaign highlights “key domestic and international cities with one team member serving as a FedEx tour guide for each locale” and includes text and video, says Julie Clement Cochran, FedEx Global social media. The brand also increased posts that would “appeal to video and aviation enthusiasts (#AvGeeks),” she says. ■

Shareablee SOCIAL SCORECARD
 TOP B2B BRANDS ON FACEBOOK – Q3 2016
 Based on Total Actions (likes, comments and shares)
 Data provided exclusively to PR News by Shareablee. Source: f

Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
1	Informatica	769,213	183	4,203	113,859
2	Pulte Homes	442,660	41	10,797	52,776
3	Lockheed Martin	383,068	180	2,128	419,030
4	Lennar	370,051	169	2,190	1,063,821
5	Cadence Design Systems	340,707	178	1,914	96,101
6	US Postal Service	288,658	90	3,207	489,324
7	Kickstarter	194,572	403	483	1,433,858
8	Better Homes and Gardens® Real Estate	136,000	180	756	257,321
9	UPS	130,375	52	2,507	1,640,788
10	Oracle	121,249	179	677	575,925
11	Tetra Pak	114,993	36	3,194	32,379
12	CA Technologies	103,828	287	362	157,310
13	FedEx	86,944	83	1,048	1,105,358
14	HubSpot	80,146	439	183	1,209,970
15	Ericsson	74,385	133	559	219,952

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Rank	Brand	Total Actions	Total Content	Actions per Content	Total Audience
16	IBM	66,472	65	1,023	831,336
17	Sokolove Law	56,793	109	521	6,411
18	Ubiquiti Networks	56,540	8	7,068	555,178
19	Sotheby's	55,340	408	136	175,841
20	Deloitte U.S.	53,999	302	179	72,001
21	DHL	53,100	70	759	351,102
22	TransferWise	50,602	42	1,205	40,191
23	Siemens	49,838	107	466	409,227
24	AT&T Small Business	46,564	130	358	107,549
25	Huawei Technologies	46,152	93	496	301,403
26	RingCentral	41,718	83	503	30,328
27	IMG Models Worldwide	40,346	383	105	157,096
28	Zillow	38,903	82	474	1,537,436
29	Century 21	34,836	37	942	420,595
30	Wix.com	33,829	139	243	3,114,081



Nigel Travis, CEO, Dunkin' Brands

1. First Coffee, Then Donuts: Like salt and pepper, ketchup and mustard, coffee pairs naturally with donuts. The combination extends to corporate communications. Several issues ago we told you how a **Starbucks** official cited the upcoming presidential election as a reason for lower in-store sales. Now **Dunkin' Donuts** has done something similar, saying Oct. 20 people are buying fewer donuts in its stores because they're blue about lady and the trump (aka **Donald Trump** and **Hillary Clinton**). The donut maker reported missing its revenue target, although U.S. same-store sales and profits exceeded expectations. Asked about the brand's slowdown and the overall downturn in the quick-service restaurant sector, CEO **Nigel Travis** cited changes in gas prices and food stamp regulations, "and of course, the overwhelming dampening effect of the presidential election." When we reported the Starbucks news we presumed Americans were replacing coffee with hard liquor, bracing for Election Day. But donuts? Shouldn't people be eating more of them to ward off unpleasant thoughts? Kidding aside, analysts attribute a consumer funk to retail's current downturn and the election is part of that. It's agreed the restaurant and quick-food industries are being hurt by excessive competition and reduced foot traffic, which is linked to the election.

2. Platform Prater: Marketers can create a more immersive and VR experience now that **Facebook** plans to support 360-degree photos and videos. They'll become part of Instant Articles, where publishers' content is displayed quickly on mobile devices, Facebook said Oct. 21. 360 videos



Talia Beckett Davis, President & Chairwoman, Canadian Women in PR, American Women in PR

were launched on Facebook's news feed last year; photos came June 2016. – They're unconfirmed reports so far, but apparently **Twitter's** inability to curb offensive comments on the platform was a factor in suitors **Disney** and **Salesforce** backing away from an acquisition. So-called internet trolls have long been an issue for Twitter, although the company said over the summer it was taking steps to deal with offensive language and thoughts on the platform (*PRN*, July 25). – Consumers soon will be able to message brands the same way they message friends and family. **LivePerson** became the first company to launch a way for large brands to use **Google's** AdWords click-to-message ad extension, LivePerson said Oct. 18. Rolling out in the coming weeks, the ad extension lets consumers message an advertiser via SMS directly from a pay-per-click ad. LivePerson will route the messages to the brand's sales and service teams via the LiveEngage platform. "Consumers seeing a sponsored search result can tap the messaging icon and immediately start a text message conversation with the advertiser, to make a purchase or get information, a much more modern take on the traditional sales 1-800 number," LivePerson said. The takeaway for communicators: Mobile messaging likely will begin increasing the social conversation.

3. News and Names: The Organization of Canadian Women in Public Relations has launched sister organization **American Women in Public Relations**. Together, the two will form the networking group **Women in PR North America**. The groups' chairperson and president **Talia Beckett Davis** told us in an Oct. 19 email the sister organization



Karen Strauss, Chief Strategy and Creativity Officer, Ketchum

"was developed to enable...women leaders in PR across North America to come together to share ideas, contacts and experiences, and to advocate for major issues directly affecting women working in the PR industry today." An official launch will be held in NY in March. – If all the names in the previous item haven't confused you, here's news that **Spong** of Minnesota, which rebranded just two years ago, has a new name again: **Carmichael Lynch Relate**. Before it became Spong, the firm was called **Carmichael Lynch Spong**. The word "relate" is a nod to the firm's relationship-building prowess.

4. WonderLust 50+: 50 might not be the new 30, but **Karen Strauss**, chief strategy and creativity officer at **Ketchum**, tells us "90% of RFPs say their target is millennials...but that leaves out a lot of people, those who are 50+ and have more disposable income than millennials." A new Ketchum study says the 50-and-up crowd is active and wants to connect with brands. The study urges marketers to tap into this demo with pitches for self-improvement and learning, solo travel and community service with an experience included.

5. People: Time Inc. HR chief and EVP **Greg Giangrande** was named CCO. He replaces **Jaision Blair**, who remains SVP, investor relations. – **Edelman** global COO **Matthew Harrington** was named chair of the **PR Council**. Previously the 30-year Edelman vet was president of the firm's eastern region. **Carrie Jones**, **JPA Health Communications** principal and managing director, was named secretary; **Todd Hansen**, principal, **O'Malley Hansen Communications**, becomes treasurer. ■